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U.S. Small Business Administration
Management Assistance
Support Services Section

Small Business Bibliography
Number 9

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Marketing Research Procedures

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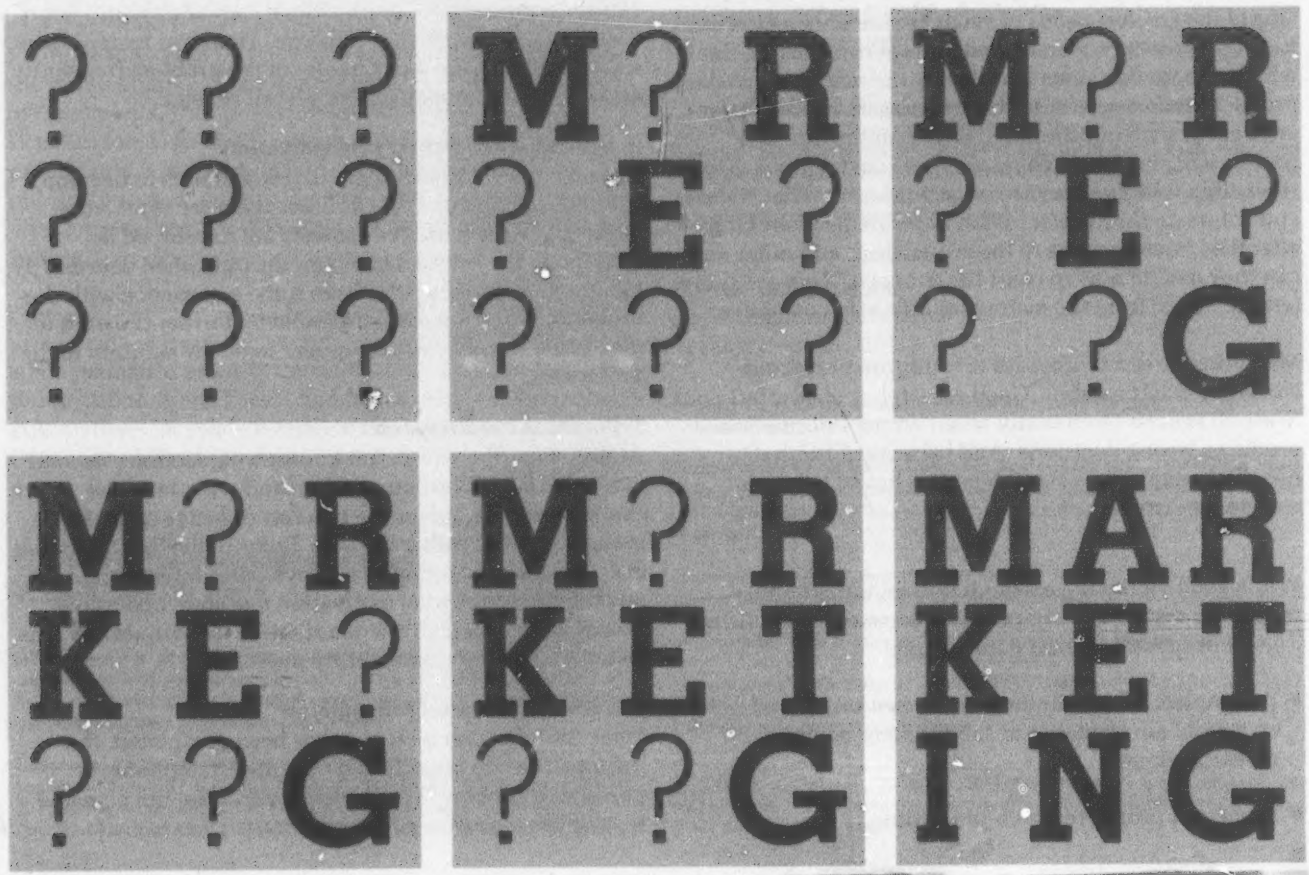

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Revised 1982

This Bibliography lists both U.S. Government and Nongovernment publications that should be of interest to those who plan to do their own marketing research; to those who need to evaluate market research being performed for their firms; and to those who wish to learn more about the techniques of research being used in various marketing areas.

The listings given are necessarily selective, and no slight is intended toward reference sources not included. All prices and availability of publications are subject to change. Publishers and others can submit to SBA, for consideration when this Bibliography is revised, information about new publications in this field and changes in the present listings.

The author, Lloyd M. DeBoer, **is Dean of the School of Business Administration at George Mason University, Fairfax, Virginia.**

One of the greatest needs of small business managers is having adequate, accurate, and current information on which to base decisions concerning the marketing of their products and/or services. These managers need to have answers to such questions as: Who is apt to buy my products or services? Where are these customers located? How often will they buy? In what amounts? What styles and colors do they prefer? What sizes are needed? Only after they have answers to these questions and other data, can they decide how to chart the course of their products (and services) from the factory (or office) to consumers.

Marketing research provides this information about consumer buying habits. Good research is costly, but poor research is even more costly when wrong information produces wrong decisions. And because of limited financial resources, a small business has only a small margin for error.

While good marketing research is essential, in-house marketing research is not practical for many small firms. This is because research depends on:

- A complete understanding of the marketing and economic environment of the problem being researched; and
- The use of proper research procedures.

These two requirements often demand a quality of talent smaller firms usually cannot afford to employ on a full-time basis. As alternatives, they should use consultants who are trained in marketing research or advertising agencies with a market research capability.

Whether marketing research procedures yield useful information depends on the person using them. A good marketing researcher should know techniques which come from many disciplines, including economics, psychology, sociology, statistics, accounting, industrial engineering, and mathematics. He uses these techniques when working through the steps of marketing research procedures. Moreover, the experienced researcher completes each step before going on to the next one.

As a small business owner or manager interested either in doing your own research or in hiring a consultant, there are six steps to follow:

1. **Defining the Problem**
In this step, the problem is clearly and accurately stated in order to determine what issues are involved in the research, what questions to ask, and what types of solutions are needed. It is a crucial step and should not be rushed to get on with the research. Time and money spent on determining the exact nature of the problem frequently saves time and money on the overall project.

2. **Making a Preliminary Investigation**
The objective of preliminary investigation is to develop a sharper definition of the problem and a set of tentative answers. These tentative answers are developed by examining the internal facts and the published data and by talking with persons who have some experience with the problem. These answers are tested by further research to determine the ones which appear to be the solution to the problem.

3. **Planning the Research**
At this stage, the researcher knows what facts are needed to resolve the identified problem and what facts are available. He compares the two sets of facts and makes plans on how to gather the data. Some of the techniques he may use are questionnaire surveys, sales forecasting, market measurements, motivation research, operations research, and specialized quantitative techniques, such as factor analysis, and probability models.

4. **Gathering Factual Information**
Once the basic research plan has been completed, the information can be collected—by mail, telephone, or personal interview. The choice depends on the plan and the available sources of information.

5. **Interpreting the Information**
Facts by themselves do not always provide a sound solution to the market research problem. They must be interpreted so as to determine the choices which are available to the business manager. In addition to weighing facts, the researcher must consider the intangibles that may be part of the situation. Then, by searching for the meaning of objective facts, he can come to a reasonable solution to the problem.

6. **Reaching a Conclusion**
Sometimes the conclusion is obvious when the facts are interpreted. According to the facts, the logical thing to do is such and such. However, in some cases, reaching a conclusion may not be so easy because of gaps in the information or intangible factors which are difficult to evaluate. If, and when, the evidence is insufficient, it is important to say so when drawing a conclusion.

U.S. Government Publications

The publications cited in this section are books and pamphlets issued by Federal Agencies and listed under the issuing Agency. Some are free upon request, while others cost a nominal fee. Where availability of an individual listing is indicated by **GPO** (Government Printing Office), the publication may be ordered from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. When ordering a **GPO** publication, give the title and series number of the publication, and name of Agency. You may also order by phone by calling 202–783–3238. Contact **GPO** for current prices.

Free publications should be requested by the title and any number given from the issuing Agency. Most libraries have some listings to identify currently available Federal publications. Some keep a number of selected Government publications for ready reference through the Federal Depository Library System.

U.S. Small Business Administration
Washington, DC 20416

SBA issues a wide range of management and technical publications designed to help owner-managers and prospective owners of small business. For general information about SBA, its policies and assistance programs, contact your nearest SBA office.

Listings of currently available publications (free and for-sale) may be requested from **SBA P.O. Box 15434, Ft. Worth, Tx 76119,** or any of SBA's field offices. Ask for: SBA 115A—*Free Management Assistance Publications* and SBA 115B—*For-Sale Booklets.* The lists are free and may be used for ordering a particular title, either the free series from **SBA,** or the for-sale series from the Superintendent of Documents **(GPO).**

Small Business Bibliography (6- to 12-page pamphlet). Each title in this series deals with a specific kind of business or business function, giving reference sources. It consists of an introduction that gives a description of the operation, listing of references applicable to the subject covered. Free. Listed on 115A.

Statistics and Maps for National Market Analysis **(SBB 12)**
National Directories For Use in Marketing **(SBB 13)**
Basic Library Reference Sources **(SBB 18)**
Advertising-Retail Store **(SBB 20)**

Management Aids (4- to 8-page pamphlet). Each title in this series discusses a specific management practice to help the owner-manager of small firms with their management problems and business operations. Free. Listed on 115A.

Locating or Relocating Your Business **(MA 2.002)**
Finding a New Product for Your Company **(MA 2.006)**
Factors in Considering a Shopping Center Location **(MA 2.017)**
Using a Traffic Study To Select a Retail Site **(MA 2.021)**
Advertising Guidelines for Small Retail Firms **(MA 4.015)**

Small Business Management Series. Each booklet in this series discusses in depth the application of a specific management practice. The Series covers a wide range of small business subjects. Prices vary. **GPO.** Listed on 115B.

Office of Management and Budget
Executive Office Building
Washington, DC 20503

Standard Industrial Classification Manual. 1972 (with a 1977 supplement). **GPO.** Gives the definitions of the classifications of industrial establishments by the type of activity in which each is engaged and the resulting Industrial Classification Code. Very useful in classifying data collected from industrial firms so its classification is comparable to data reported by Government sources.

Bureau of the Census
Department of Commerce
Washington, DC 20233

Contact the Public Information Office for a more complete listing of publications.

Census of Business: Retail-Area Statistics—U.S. Summary. **GPO.** Final figures from the 1972 Census of Retail Trade, includes statistical totals for each region, State, city and standard metropolitan area—tabulated by type of establishment.

County Business Patterns. Annual. **GPO.** A series of publications presenting first quarter employment and payroll statistics, by county and by industry. Separate reports issued for each of the 50 States, the District of Columbia, Puerto Rico and outlying areas of the United States.

County and City Data Book. VTGB. **GPO.** Contains data for 50 States, 3141 counties or county equivalents, 243 SMSAs, 840 cities of 25,000 inhabitants or more, among others.

Directory of Federal Statistics for Local Areas: A Guide to Sources. **GPO.** Guide to local area socio-economic data contained in 182 publications of 33 Federal agencies.

Directory of Federal Statistics of States. A Guide to Sources. **GPO.** Guide to State socio-economic data contained in more than 750 publications of Federal agencies.

Directory of Non-Federal Statistics for States and Local Areas. **GPO.** Guide to non-federal sources of current statistics on social, political, and economic subjects for 50 States, the District of Columbia, Guam, Puerto Rico, and the Virgin Islands.

Standard Metropolitan Statistical Areas. **GPO.** Gives the criteria followed in establishing standard metropolitan statistical areas.

Department of Commerce
Domestic and International Business Administration
Washington, DC 20230

Measuring Markets: A Guide to the Use of Federal and State Statistical Data. **GPO.** Presents features and measurements of markets, types of useful data published by Federal and State Governments, case examples of market measurement by use of government data, and bibliographies.

Nongovernment Publications

For easier reference, the books listed below are classified and described under three group headings. These headings are: *General Marketing, Marketing Research and Statistics,* and *Specialized Research Areas.* Following these three groups of books are *Directories* and *Magazines* which list both business and professional publications. For additional references, consult *Cumulative Book Index, Book Review Digest, Business Periodicals Index,* and *Reader's Guide To Periodical Literature.* These guides, and many of the listings below, are available for reference at large public and university libraries. Prices and availability of listings are subject to change. Publishers' addresses are listed on page 7.

General Marketing

The following textbook references describe the marketing and economic problems for which marketing research is directed.

Basic Marketing: A Managerial Approach. McCarthy, E. Jerome. 6th ed. 1978. $15.50. Takes managerial approach to marketing problems. Emphasizes marketing strategy and the task of designing a marketing mix within a dynamic social and political environment. Richard Irwin, Inc.

Fundamentals of Marketing. Staton, Wm. J. 5th ed. 1978. $15.95. Deals with fundamental principles of marketing. Good basic book in the field. McGraw-Hill.

Marketing. Beckman, Theodore N., et al. 1973. 9th ed. $13.95. Comprehensive text. Presents a new appraisal of the nature of functional analysis as a basis for approaching marketing from a total channel system viewpoint. Economic analysis fused with contributions from the behavioral and quantitative sciences. Wiley and Sons.

Marketing: Basic Concepts and Decisions. Pride, William M. and O.C. Ferrell. 1976. $14.50. Organized on basis of a managerial framework which provides an understanding of the concepts of marketing and of how to apply these concepts in making decisions and managing marketing activities. Houghton Mifflin.

Marketing Management: Analysis, Planning, and Control. Kotler, Philip. 1976. 3rd ed. $16.95. Through coverage of marketing concepts and how they are used in improving and upgrading marketing management. Prentice-Hall.

Marketing Management: A Systems Perspective. Lazer, William. 1971. $17.95. Stresses marketing management from the systems viewpoint relying heavily on marketing concepts. John Wiley and Sons.

Marketing Strategy And Plans. Luck, David J. and O.C. Ferrell. 1979. $18.95. Presents framework for marketing strategy which is oriented towards practical marketing management and shows how a firm should develop plans to establish and implement a sound strategy. Prentice-Hall.

Problems in Marketing. Brown, Milton P., et al. 1968. 4th ed. $13.95. Part of Harvard Business School case book series. Includes cases on all major decision areas in marketing. McGraw-Hill.

Marketing Research and Statistics

These references are textbooks on marketing research and statistics. Many also discuss specialized areas in marketing research and should be consulted along with the references listed below under *Specialized Research Areas.*

A Basic Bibliography on Marketing Research. Ferber, Robert, et al. 1974. $11. Lists over 2,500 publications along with a brief description of each. Has 31 sections covering all aspects of marketing research; author index. American Marketing Association.

Business Research: Concept and Practice. Murdick, Robert G. 1969. $5.95. Presents basic concepts of business research. Puts marketing research into larger framework of business research. Harper and Row.

Business Research Methods. Emory, C. William. 1976. $16.50. Emphasizes traditional business research methodology and techniques. Helps manager focus on pertinent research questions. Richard Irwin.

Handbook of Marketing Research. Ferber, Robert. 1974. $49.00. 83 chapters covering all phases of marketing research. Stress both concepts and their application. McGraw-Hill.

Information Systems for Modern Management. Murdick, Robert G. and Joel E. Ross. 1975. 2nd ed. $15.95. Basic discussion of management and systems; computer-based information systems; information, decision making, and management science; planning, design, and implementation of management information systems. Prentice-Hall.

Marketing Research. Luck, David J., et al. 1978. 5th ed. $16.95. Outlines marketing research techniques, including cases to show realistic applications. Gives a sampling treatment in terms understandable to those with a limited mathematical background. Tells how to establish a research program and how to coordinate it with management functions. Prentice-Hall.

Marketing Research and Analysis. Brown, Lyndon and Leland L. Beik. 1969. 4th ed. $14.95. Basic text. Shows value of research and analysis, application of scientific methods, and uses of quantitative procedures. John Wiley and Sons.

Marketing Research and Information Systems. Buzzell, R. D., et al. 1969. $18.50. Ties together the concepts of marketing research with those of information systems. Contains several cases showing applications. McGraw-Hill.

Marketing Research: Text and Cases. Boyd, Jr., Harper W. and Ralph Westfall. 1977. 4th ed. $16.95. Gives comprehensive coverage of marketing research, including research design, marketing research procedure in both secondary and primary data and its application to motivation, advertising, product and sales control. Richard Irwin.

Research for Marketing Decisions. Green, Paul E. and Donald S. Tull. 1978. 4th ed. $18.95. Provides an integrated and advanced treatment of the traditional and decision-theory approaches to market research. Prentice-Hall.

Statistical Analysis for Decision Making. Hamburg, Morris. 1977. 2nd ed. $15.95. Emphasizes clear presentation of fundamental concepts and methods of statistics with examples from many managerial decision making areas. Mathematical background required is high school algebra. Harcourt, Brace, Jovanovich.

Specialized Research Areas

The following books tend to emphasize the specialized areas in marketing research. Some of these areas discussed are distribution cost analysis, forecasting, motivation research, and operations research.

Advertising Research—Series No. 1. Holbert, Neil. 1975. $3. Reviews advertising process, emphasizing the two-way flow of information and examines advertising research as one part of a whole, extending from concept to test market. American Marketing Association.

The American Marketing Association also sells a series of conference reports. They explore applicability of attitude research technique to marketing, advertising problems, discuss problems in methodology, and contain case histories. The individual titles are:

Attitude Research at Bay. $16.

Attitude Research Bridges the Atlantic. $16.

Attitude Research Plays for High Stakes. $16.

Attitude Research Under the Gun. $16.

Dynamics of Interview Theory, Techniques, and Cases. Kahn, Robert L. and C. F. Cannell. 1957. $16.50. Explains psycological basis of interview techniques which may require study on part of the interview. Gives procedures for gaining cooperation of respondent. John Wiley and Sons.

Managing the Marketing Research Function—Series No. 5. Adler, Lee and Charles S. Mayer. 1977. $11. Discusses when to do research; who should do the research; what steps should be taken to ensure that the research will be used; how to communicate research findings and how to ensure that research results will be useful. American Marketing Association.

Marketing and Sales Forecasting. Keay, F. 1972. $14.50. Paper, $7.75. Presents with limited discussion, methods and techniques used in forecasting. Pergamon Press.

Marketing and Sales Forecasting: A Quantitative Approach. Enrick, Norbert L. 1979. Revised ed. Price not set. Presents statistical techniques useful for developing sound market and sales forecasts. Robert E. Krieger.

Market Structure Analysis. Myers, James H. and Edward M. Tauber. 1977. $13. Deals in a nontechnical way with newer, more useful multivariate statistical techniques used for structuring consumer markets. Major topics are product positioning, market segmentation, the Stefflre new product development process, and a new approach to benefit segmentation. American Marketing Association.

Models in Business Analysis. Rigby, Paul. 1969. $5.95. Presents basic concepts on models and model building. Useful as background reference before one tries to construct a model of relationships based on data. Charles E. Merrill.

Motivation in Advertising: Motives That Make People Buy. Martineau, Pierre. 1971. Paper, $2.95. Reprint of his 1957 volume. Discusses the use of motivation research techniques in advertising. McGraw-Hill.

New Product Decisions: An Analytical Approach. Pessemier, Edgar A. 1966. Soft cover, $6.95. Study of formulation of sound product policy from research development to marketing strategy. Discusses PERT network analysis and planning procedures for controlling new product development. McGraw-Hill.

Problem Definition in Marketing. Locander, William B. and A. Benton Cocanougher. 1975. $3. Explains the problem definition process, specifies criteria for problem recognition, and clarifies the roles of management and researchers in the process. American Marketing Association.

Readings in Survey Research. Ferber, Robert ed. 1978. $27. Articles focus on three aspects of survey research: sampling, questionnaire preparation, and data collection. American Marketing Association.

Short-Term Forecasting. McLaughin, R. L. and James Boyle. 1968. $6. Gives methods for developing short-term forecasts and illustrates their use. American Marketing Association.

Technique for Evaluating Interviewer Performance, A. Cannell, Charles F. et al. 1975. $6.50. Presents techniques on how to evaluate interviewer performance to establish more confidence in interview results. University of Michigan.

Technological Forecasting Methodologies: A Synthesis. Lanford, H. W.1972. $18. Illustrates currently used technological forecasting methodologies in actual company situations. American Management Associations.

Time Series Forecasting. (Marketing Research Techniques Series No. 6). McLaughlin, R. L. 1969. $6. Gives a method of using census data in determining seasonal variations in sales. Discusses how the seasonal adjustment program can be effectively used for individual company purposes. American Marketing Association.

Use of Sampling in Marketing Research, The. Dommermuth, William P. 1975. $3. Presents an overview of sampling and a few of the statistical principles upon which sampling is based to help user better judge research proposals before the fact and better interpret research reports after the fact. American Marketing Association.

Professional Mail Surveys. Erdos, P. L. and A. J. Morgan. 1970. $32.50. Presents detailed discussion of how to conduct mail surveys and what one can expect from them. McGraw-Hill.

Directories

The following business directories can help persons doing marketing research. Most of these directories are available for reference at larger libraries. For additional listings, consult the *Guide to American Directories* at local libraries.

AUBER Bibliography of 1977 Publications of University Bureaus of Business and Economic Research. Leyden, Dennis R. et al. eds. 1977. Vol. 22. $12.50. Lists studies published by Bureaus of Business and Economic Research affiliated with American colleges and universities. Done for the Association for University Bureaus of Business and Economic Research. Issued annually. Previous volumes available. Order from Bureau of Business Research, College of Business and Economics, West Virginia University, Morgantown, WV 26506.

Bradford's Directory of Marketing Research Agencies and Management Consultants in the United States and the World. 13th ed. 1978. $25.50. Gives names and addresses of over 350 marketing research agencies in the United States, Canada, and abroad. Lists services offered by agency, along with other pertinent date, such as date established, names of principal officers, and size of staff. Bradford's Directory, P.O. Box 276, Department B-15, Fairfax, VA 22030.

Consultants and Consulting Organizations Directory. 2nd ed. $45. Contains 5,401 entries. Guides reader to right organization for a given consulting assignment. Entries include names, addresses, phone numbers, and data on services performed. Gale Research Company, Book Tower, Detroit, MI 48226.

MacRae's Blue Book—Materials, Equipment, Supplies, Components. Annual. 1979. $55. In five volumes: Vol. 1 is an index by corporations; Vols. 2–4 are a classification by products showing under each classification manufacturers of that item; Vol. 5 contains company catalogs. MacRae's Blue Book Company, 100 Shore Drive, Hinsdale, IL 60521.

Research Centers Directory. Palmer, Archie, M., editor. 1974. 4th ed. $47.50. Lists more than 5,500 nonprofit research organizations. Descriptive information provided for each center, including address, telephone number, name of director, data on staff, funds, publications, and a statement concerning its principal fields of research. Has special indexes. Gale Research Company.

Thomas' Grocery Register. Annual. $30. Lists wholesale grocers; chain store organizations; voluntary buying groups; food brokers; exporters and importers of food products; frozen food brokers; distributors and related products distributed through grocery chains. Thomas Publishing Company, One Penn Plaza, New York, NY 10001.

Thomas' Register of American Manufacturers. Annual. 1979. $85. In 14 volumes: Vols. 1–7 contain manufacturers arranged geographically under each product, and capitalization or size rating for each manufacturer, Vol. 7 also lists brands names and their owners; Vol. 8 lists company addresses, phone numbers, and local officers; Vols. 9–14 contain company catalogs. Thomas Publishing Company.

Magazines—Business and Professional

The following lists business and professional magazines which often publish articles helpful in marketing research. For a complete list of periodicals, consult *N. W. Ayer and Son's Directory of Newspapers and Periodicals* and *Business Publication Rates and Data* at local libraries.

Business magazines, including the trade journals, often contain helpful articles on locating markets and finding desirable ways of reaching those markets. The following magazines frequently explain the use of market research techniques in their articles.

Advertising Age. Weekly. $40 a year. Crain Communications, Inc., 740 Rush St., Chicago, IL 60611.

Business Week. Weekly. $35 a year. McGraw-Hill Publishing Company, Inc., 1221 Avenue of the Americas, New York, NY 10020.

Industrial Distributor News. Monthly. Ames Publishing Company, One West Olney Ave., Philadelphia, PA 19120.

Industrial Marketing. Monthly. $20 a year. Crain Communications, Inc., 740 Rush St., Chicago, IL 60611.

Sales and Marketing Management. Monthly (8 months); Semimonthly (4 months). $35 a year. Sales and Marketing Management Magazine, 633 Third Ave., New York, NY 10017. (Subscription includes "Survey of Buying Power," issued annually.)

Professional journals frequently contain items helpful in market analysis:

Advanced Management Journal. Quarterly. $13 a year. Society for Advancement of Management, Inc., 135 West 50th Street, New York, NY 10020

Business Horizons. Bimonthly. $15 a year. Indiana University Graduate School of Business, Bloomington, IN 47401

Decision Sciences. Quarterly. $35 a year. American Institute for Decision Sciences, University Plaza, Atlanta, GA 30303

Harvard Business Review. Bimonthly. $24 a year. Harvard Graduate School of Business Administration, Soldiers Field, Boston, MA 02163

Journal of Advertising Research. Bimonthly. $50 a year. Advertising Research Foundation, 3 East 54th Street, New York, NY 10022

Journal of Business. Quarterly. $12 a year. University of Chicago Press, 5801 Ellis Ave., Chicago, IL 60637

Journal of Marketing. Quarterly. $24 a year. American Marketing Association, 250 S. Wacker Dr., Chicago, IL 60606

Journal of Marketing Research. Quarterly. $30 a year. American Marketing Association, 250 S. Wacker Dr., Chicago, IL 60606

Management Review. Monthly. Membership $18 a year. American Management Associations, 135 West 50th Street, New York, NY 10020

Management Science. Monthly. Membership $50. The Institute for Management Sciences, 146 Westminister St., Providence, RI 02903

Associations

Many persons interested in market research belong to one or more of the following organizations. For further listings, consult the *Encyclopedia of American Associations* available for reference at most libraries.

American Institute for Decision Sciences, University Plaza, Atlanta, GA 30303. Composed of academic and business members who are concerned with the application of the methods of science to the solution of decision problems in organized groups.

American Management Associations, 135 West 50th Street, New York, NY 10020. Composed of commercial and industrial companies and executives interested in advanced management.

American Marketing Association. 250 S. Wacker Dr., Chicago, IL 60606. Composed of market research specialists, teachers of marketing, Government officials, and others interested in increased efficiency in distribution, more effective educational methods, and improved research techniques.

Association for University Bureaus of Business and Economic Research, Bureau of Business Research, College of Business and Economics, West Virginia University, Morgantown, WV 26506.

Association of Consulting Management Engineers, 230 Park Ave., New York, NY 10017. Composed of companies which specialize in management consulting services for the betterment of business operations. Some of the members of this Association do marketing research work and consequently may be a source of information.

Association of Management Consultants, Inc., 811 East Wisconsin Ave., Milwaukee, WI 53202. Professional management firms, regardless of size, who serve all types of business and industry. Operates client referral service whereby prospective clients are furnished a list which gives members, their locations, and special skills.

The Institute of Management Sciences, 146 Westminister St., Providence, RI 02903. Professional society for scientists and management for advancing scientific knowledge and for improving management practices in business.

Marketing Research Association, Inc., c/o Callahan Research Associates, 31 East 28th St., New York, NY 10017. Membership active in marketing research work and primarily concerned with improvement of collection of data in field surveys.

Society of Advancement of Management, Inc., 135 West 50th Street, New York, NY 10020. Membership consists of manufacturing and merchandising executives, industrial and mechanical trades personnel, management engineers, teachers, and many others.

Book Publishers

American Management Associations, Inc.
135 West 50th Street
New York, NY 10020

American Marketing Association
250 S. Wacker Drive
Chicago, IL 60606

Charles E. Merrill Publishing Co.
1300 Alum Creek Drive
Columbus, OH 43216

Harcourt Brace Jovanovich, Inc.
757 Third Avenue
New York, NY 10017

Harper and Row Publications, Inc.
Scranton, PA 18512

Houghton Mifflin
2 Park Street
Boston, MA 02107

John Wiley and Sons, Inc.
605 Third Avenue
New York, NY 10016

McGraw-Hill Book Company, Inc.
1221 Avenue of the Americas
New York, NY 10020

Michigan, University of Institute
for Social Research
Sales Fulfillment Section
Box 1248
Ann Arbor, MI 48106

Pergamon Press, Inc.
Maxwell House, Fairview Park
Elmsford, NY 10523

Prentice-Hall, Inc.
Englewood Cliffs, NJ 07632

Richard D. Irwin, Inc.
1818 Ridge Road
Homewood, IL 60430

Robert E. Krieger Publishing Co., Inc.
645 New York Avenue
Huntington, NY 11743

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